ABSTRACT OF THE DISCLOSURE

An image region is designated based upon object information possessed by image information and the designated image region is subjected to encoding that is

5   different from that of other regions, thereby making it possible to raise the encoding efficiency of the overall image. Specifically, a drawing object is discriminated based upon object information that accompanies the drawing object, the drawing object is developed and

10   rendered as an image, and a prescribed image region of the image is designated based upon object information that corresponds to the drawing object that has been developed and rendered. After the bits of image data of the prescribed image region have been shifted up, the

15   image data of the prescribed image region and image data other than the prescribed image region are encoded at different compression ratio, respectively.